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play "That Rascal Pat" on the 19th inst. at Pythian Castle. The committee



Brighten Up

I expect to be elected because our platform appeals to everyone—"Brighter Homes for Everybody."

THE LITTLE PAINT MAN.

If there is anything in your house that needs "brightning up" come in and get the finish made particularly for that purpose. Ask for "Brighten Up Finishes."

L. D. Fowler.

Agent for Sherwin-Williams Paints and Varnishes.


Santa Business Barbara College

powered, solid steel Cadillac cars which are to establish an entirely new price standard in America, has been running on the streets of Detroit and vicinity since June 28th.

Before we proceed to descriptive details, let us stop for a moment and impress upon your mind one vitally important point:

This wonderful car, which says to every higher priced automobile in the World, "You must prove that you are better than I am, or you cannot command one cent more than $1,550," has been in preparation for five years, awaiting the time when this plant could be brought to the point of capacity and perfection which would make it possible at such a price.

In other words there is not one ounce of uncertainty or experiment in this marvelous car at $1,550, because it derives its being from twenty-thousand other Cadillac cars which have preceded it. It springs immediately into full-fledged competition with the best other cars at twice and thrice the price, because it is the outcome and evolution of a factory equipment, and a factory experience that has cost millions in the making.

With this thought in mind turn now and look at the picture of the 30-horsepower, four cylinder Cadillac which you are to buy for $1,550.

With all the good will in the world toward the Cadillac Company; with full faith in our ability to make good the sensational promise of a few weeks ago; with your hopes and expectations pushed up to the highest notch—did you dream for a moment that we could produce such a superb car as even the picture shows, to sell at $1,550.

You couldn't have expected it, for two reasons: First. Because no plant in the world with a lesser equipment than ours, and especially no plant which assembles its parts instead of manufacturing them could have possibly produced it. And

Weekly Ventura Free Press Oct. 16th 1908